

**Marketing:****Retail Operations**

HQ Course Code # 5022 \_\_\_\_\_ Term: \_\_\_\_ Fall \_\_\_\_ Spring

CTE Course Code # 5052 \_\_\_\_\_

½ Credit \_\_\_\_\_ 1 Credit \_\_\_\_\_ 2-3 Credits \_\_\_\_\_

School Year \_\_\_\_\_

Standards to be completed for ½ credit are identified by one asterisk (\*).  
Additional standards to be completed for one credit are identified by two asterisks (\*\*). A work-based component for 2-3 credits is identified by three asterisks (\*\*\*).

Student: _____	Grade: _____
Teacher: _____	School: _____
# of Competencies in Course: ½ credit = 32, with Work-Based Learning = 56, 1 credit = 58, Work Based Learning = 62	
# of Competencies Mastered: _____	
% of Competencies Mastered: _____	

**\*Standard 1.0 The student will demonstrate and understand the marketing foundations as they relate to retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Analyze why retailing continues to undergo changes in the marketplace			
1.2	Differentiate between product and service retailing in the changing marketplace			
1.3	Compare and contrast the methods of retail practice in the global marketplace			
1.4	Demonstrate the importance of planning and management in retailing			
1.5	Analyze the significance of demographics, psychographics, and economic trends to the retail manager			
1.6	Examine ways macro and micro environments can impact a retail establishment			
1.7	Interpret customer purchasing decisions based on the consumer behavior model and the buying process			
1.8	Analyze the legal and ethical behavior of retail businesses			
1.9	Examine the role of customer service in retailing			

**\*\*Standard 2.0 The student will demonstrate an understanding of economic concepts fundamental to retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Examine types of economic systems			
2.2	Examine concepts of a market economy			
2.3	Interpret the roles of government in a market economy			
2.4	Examine the importance of business cycles to retail planning			
2.5	Analyze the impact of the global economy on retailing			
2.6	Demonstrate the significance of the cost/profit relationship for retailers			

**\*\*Standard 3.0 The student will analyze marketing information systems and their importance to retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Evaluate research methods used in retail decision-making			
3.2	Analyze the steps of the market research process			

**\*\*Standard 4.0 The student will examine financial concepts and methods to control risks in retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Interpret the importance of a merchandise budget and prepare a six-month merchandise plan			
4.2	Analyze the uses of income statements, balance sheets, and cash flow statements			
4.3	Assess the importance of inventory value for developing financial statements			
4.4	Analyze the various methods of controlling losses resulting from shrinkage, vendor collusion, and theft			
4.5	Determine a method of human resource planning to hire employees, manage existing employees, and compensate employees			

**\*\*Standard 5.0 The student will compare and contrast distribution strategies as well as inventory methods used in retail businesses.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Demonstrate an understanding of channels of distribution			
5.2	Examine the importance of preventing stock shrinkage			
5.3	Compare the different types of inventory systems			
5.4	Apply external and internal security procedures to a retail business			
5.5	Assess the influence of technology on inventory control and distribution strategies			

**\*Standard 6.0 The student will identify and analyze buying and pricing activities involved in retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Demonstrate an understanding of the buying process			
6.2	Analyze methods used by buyers in retailing			
6.3	Assess methods of ordering, invoicing, and evaluation purchases in a retail business			
6.4	Examine the effects of technological advances and global sourcing in retailing			
6.5	Analyze and compare pricing concepts			
6.6	Calculate pricing math related to mark-up, mark-down, and discount calculation			

**\*\*Standard 7.0 The student will examine the importance of the promotional mix to the retail business.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze and evaluate advertising media based on retailers objectives			
7.2	Examine and calculate media costs			
7.3	Design an effective sales promotion			
7.4	Analyze how a retailer's promotional objectives relate to visual merchandising, publicity, personal selling, and customer service			
7.5	Analyze the impact of technology on promotion			

**\*Standard 8.0 The student will demonstrate an understanding of the selling process in the retail business.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Distinguish inside sales from outside sales			
8.2	Examine sources of product information			
8.3	Analyze selling techniques that influence customer-buying decisions			
8.4	Analyze the ethical and social responsibilities of selling			
8.5	Demonstrate an understanding of selling and customer service situations			
8.6	Analyze mathematical computations in calculating customer purchases			

**\*\*Standard 9.0 The student will analyze career opportunities in retailing**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Compare and contrast the human resource selection and training process			
9.2	Analyze the major aspects of a successful career in retailing			
9.3	Analyze the individual requirements for success in retailing			

**\*Standard 10.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Demonstrate a knowledge of DECA			
10.2	Utilize critical thinking in decision-making situations			

10.3	Identify and develop personal characteristics needed in leadership situations		
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**\*Standard 11.0 The student will understand the importance of academic integration in the area of retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Compose written reports using a correct format			
11.2	Design an oral presentation using appropriate communication and language art skills			
11.3	Conduct an interview using correct language arts skills			
11.4	Perform computations related to retailing using mathematical formulas			
11.5	Understand the importance of product material composition, as well as packaging and temperature importance in transportation and storage			
11.6	Evaluate geographic, social, and economic factors relating to retailing using social studies foundations			
11.7	Apply basic computer and business education principles to the retailing industry			
11.8	Utilize the principles of art in preparing visual presentations			

**\*\*\*Standard 12.0 The student will demonstrate Retail Operations in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
12.1	Apply principles of retailing to a work-based situation			
12.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
12.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
12.4	Employ the principles of safety to the work-based experience			

Additional comments:

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